



THE SMITHERS ART GALLERY

SmithersArt.org | Corner Hwy 16 & Main

Annual Report 2010—2011



Robert Mansfield

Overview

In many organizations growth and change happens in stages. In the case of the Smithers Art Gallery, 2009 was the year in which the Gallery interior underwent a major renovation which resulted in a much-improved space in which to hang exhibits.

During the operating year of 2010—2011, the Gallery's Board of Directors was faced with a number of ongoing challenges. Serious cuts in support to the arts at both the provincial and municipal level had left the Gallery in a tenuous financial position. As well, frequent staff turnover combined with a lack of clear protocols and guidelines in a number of areas were affecting internal efficiencies and how services could be best communicated and delivered to the community. Revenues were, however, stabilized in the short term due to fundraising and revenues from art sales. David Nehring's exhibition, structured as a month-long silent auction, had a noteworthy impact on revenues. Many of our excellent exhibitions, however, often bring little revenue to the Gallery.

The lack of a consistent and predictable revenue stream has been recognized by the Board as an ongoing threat to the ability of the Smithers Art Gallery to operate with enough management hours in place to deliver consistent quality in services and programming.

From one Board meeting to the next, our discussions kept coming back to the need for a Strategic Plan to guide all decision-making and planning. In November 2010 a committee was formed to lead the process. A survey was put out to the community and an internal review was done which helped the Board identify the strengths, weaknesses, opportunities, and threats to the organization. The findings from these formed the basis of the Strategic Plan. The plan required a huge amount of volunteer hours and is an important document in moving the Gallery forward. The plan was officially approved on May 17, 2011.



Board members Graham Thoem, Micheala Slipp, and Susan Smith at a strategic planning meeting

The Board would like to thank those who responded to our survey for their valuable input. As Co-Chair of the Board, I would like to thank our Board members for all of their dedication and hard work.. The Strategic Plan was one of our more ambitious undertakings. The committee of Poppy Dubar, Allan Cormier, Graham Thoem, and Gallery Manager Caroline Bastable deserve a special thanks for their expertise and hard work. Board Secretary, Poppy Dubar, kept the Strategic Planning Committee and the Board on-track to complete the review process and Poppy put many long hours into the drafting of the plan.

The plan has identified that in order to develop better internal efficiencies and deliver on programming and other goals we needed to increase our managerial hours. The Manager's hours were in fact increased from 12 to 20 hours per week this spring and the feedback from Gallery volunteers, visitors, members, and artists has been overwhelmingly positive.

Increased hours translates into the need for additional revenues and a better funding strategy. To that purpose a Funding Director position has been created. The other noteworthy additions to the Board are the positions of Marketing Director based on the need for improving awareness of the Gallery and communicating what we do, and Programming Director to improve the organization and delivery of our workshops, classes, lunchtime talks and demonstrations, kids' art camps, and other enrichment programs. A copy of the Strategic Plan can be picked up at the Gallery or downloaded from the website at www.smithersart.org.

The Board would like to give a big thanks to outgoing Fundraising Director and past-President Kathy Spiro for her dedicated work and long-term commitment to the Gallery over the past six years, and to outgoing Treasurer Micheala Slipp for her excellent work this past year.

Susan Smith
Co-Chair



Laura McGregor

Board Restructuring



L-R: Kathy Spiro, Jeanette Lough, Micheala Slipp, Poppy Dubar, Michel Kafer, Susan Smith, Allan Cormier

A restructuring of the Board has been made in order to better deliver the goals of the Strategic Plan. A new Executive Committee, made up of the Board Chair, the Secretary, the Treasurer, and the Manager, will expedite decision-making between Board meetings.

A new position of Funding Director will oversee a Funding Committee composed of a Fundraising Events Chair, a Grants Chair, and a Sponsorship and Membership Chair. A new position of Programming Director will work

closely with the Exhibitions Director to deliver the Gallery's program of workshops, classes, artist lectures and demonstrations, art camps, and other enrichment programs. Finally, a new position of Marketing Director will head a committee responsible for marketing and promotion of the Gallery's events and activities.

Smithers Art Gallery Restructured Board - elected positions

Chair – also sits on Executive Committee

Secretary – also sits on Executive Committee

Treasurer – also sits on Executive Committee

Funding Director

Exhibitions Director

Marketing Director

Programming Director

Paid Positions

Gallery Manager – also sits on Executive Committee

2010-2011 Board Members

Co-Chair - Susan Smith

Co-Chair - Allan Cormier

Exhibitions Director - Michel Kafer

Secretary - Poppy Dubar

Treasurer - Micheala Slipp

Fundraising Director - Kathy Spiro

Graham Thoem

2011-2012 Board Nominees

Susan Smith*

Allan Cormier*

Michel Kafer*

Poppy Dubar*

Graham Thoem*

*previous Board members

Nominations accepted from the floor

Gallery Attendance

It is satisfying to see the number of school groups who are making use of the Gallery. The school groups represent all the schools from Smithers, as well as schools from further afield such as Telkwa and Moricetown. During the 2010 calendar year, the Gallery received over 4,000 visitors which included 856 students from 30 school group visits. Between January and May of 2011, the 1455 visitors to the Gallery included 252 students from 13 school group visits.



Memberships

The Gallery had 70 memberships in 2010—2011, and memberships for 2011—2012 are currently at 52. Memberships are a valuable way in which community members can support the Gallery. Not only are the revenues from memberships important in keeping the Gallery open, but solid membership numbers are critical when seeking public support through grants for the arts. Please support the Smithers Art Gallery, your community gallery, by



taking out a membership and/or making a donation to the Gallery. We listened to the feedback on membership costs from our survey responses and have kept the Gallery membership fee at an affordable \$25 for this year. Membership comes with a range of benefits including discount on commission for exhibiting artists, a profile on the artist directory on our website, discount on workshop registration fees, and discounts at select Smithers' merchants.

Introduction of Debit and Credit Card Payments & Art Gallery Payment Plan

In December 2010 in preparation for 'Christmas in the Gallery', as well as a means of encouraging art sales in general, the Gallery introduced payment options including debit and credit card payments. In early 2011 the Gallery introduced a Payment Plan which will allow interested purchasers to buy a piece of work and pay for it over a number of months. Full details are available at the Gallery and on our website www.smithersart.org.

Exhibitions & Programming Report

Many great and exciting things have happened at the Gallery this past year and there is a renewed and fresh sense of community that is happening in the visual arts through the efforts of the Smithers Art Gallery.

In addition to the direct support and exposure of artists through our regular exhibits, we have also organized a number of workshops for both adults and children, hiring local artists to teach skills-based sessions on a variety of techniques from embossing to sculpture to doll-making. The Gallery has also acted as the host facility for workshops instigated by both local artists and those from further afield, such as the drawing workshop by Haida Gwaii artist Sheila Karrow in March 2011.

This year has seen the reintroduction of BreakThru Noon, a popular event in previous years which gives the public an opportunity to hear exhibiting artists talk about their art or see a demonstration of their methods. Members of the community and Grade 11/12 classes from Smithers Secondary School listened with



fascination to abstract artist Robert Mansfield describing his unique methods of applying paint and layering, and enjoyed a demonstration by Fort St John potter Shannon Butler on her hand-built ceramic techniques. We hope to offer even more BreakThru Noon sessions in the upcoming year.

The Gallery continues to place great importance on its art programming for children and youths. In 2010 the Gallery partnered with the Town and incorporated our summer art camp for children into the Town's summer recreation programs, which spread the art activities out over two months. Responding to feedback from parents and participants, in summer 2011 the Gallery is returning to its usual format of a more intensive two-week art camp independent of the Town program. The 2011 summer art camp is tailored to children



aged 5-12+, and has been carefully designed to give them exposure to as many different media and methods as possible. The Gallery solicits sponsorship from local businesses and organizations to subsidize the cost of materials and tuition in order to keep the registration fees affordable for families, and to be able to pay local artists for their instruction time. We are greatly indebted to our summer interns who are responsible for organising and delivering the summer art programs.

The Gallery was unable to hold a spring break art camp in 2011 due to staff turnover, but hopes to be in a position to reinstate this in spring 2012. Starting in summer 2010 and continuing on again in 2011, the Gallery began offering free drop-in art activities for children on Saturday mornings to coincide with the farmers' market – this has proved extremely popular, with children lining up waiting for the art activities to begin! The Gallery also runs free children's art activities, such as finger-painting, face-painting, or play-dough modelling, at community celebrations such as the Smithers Main Street Festival in June and on Canada Day.



The “Christmas in the Gallery” gift shop was a first in December 2010. It was a real success and will return as an ongoing tradition, hopefully growing in scope and sales. The gift shop format provides exposure to a wide range of artists from throughout the region while helping the Gallery be sustainable. Christmas in the Gallery will run again during December 2011, after Wintergold.

Late this fall will be the “6x6 Show” which will be an opportunity for the community to get creative and make their own 6”x6” works of art that will then be exhibited and auctioned in support of the Gallery. The cradle panels will be provided by the Gallery and we are looking forward to an enthusiastic uptake of this community art show.

In October 2011 the Gallery will be holding “Take-Off on Ted” – a Ted Harrison look-alike competition for schools in conjunction with the world premiere of *The Land of the Chartreuse Moose*, a documentary on the artist by local film-maker Monty Bassett who has generously offered to hold the premiere as a fundraiser for the Gallery. The competition will be open to Grades 4-12, with the winning entries being framed for a silent auction on the night of the film premiere.



Shannon Butler

The call for submissions for 2012 exhibitions is now underway. We hope to host some unique group shows that we hope will encourage those artists who may not yet identify themselves as such. Group shows will include “Man Art”, where men from the community will come together with their individual talents to create unconventional art - we hope to see welders, wood workers, etc. find their creative side and let it loose. We would also like to have a “Craft as Art” show in 2012 which would showcase artisans who lean towards the more functional end of the spectrum, but presented in a forum in which we can appreciate the beauty of the things we use everyday.

List of Exhibitions 2010

Feb 2—27	Sophie Joubarne (photography)/Agnes Bassett (collage)
Mar 2—Mar 27	Bulkley Valley Schools (mixed media)
Mar 30—Apr 24	Curtis Cunningham (photography)
Apr 27—May 29	Quilters' Show (fabric)
June 1—26	David Nehring (painting)
June 29—July 24	Laura McGregor (paint and fabric)/Erin Candela (painting)
Aug 3—28	Nigel Fox (painting)
Aug 31—Sept 25	Miriam and Co. Movement Show (mixed media)
Sept 28—Oct 30	Burn's Lake Artist Guild (mixed media)
Nov 2—27	Ted, Constance Widen (photography, pastel)/ Theresa Mohr (watercolour)
Dec 3 & 4	Wintergold
Dec 8—20	Christmas in the Gallery (gift shop of local arts & crafts)

List of Exhibitions 2011

Jan 11—Feb 5	Positive Living (photography)
Feb 8—Mar 5	Robert Mansfield (abstract painting)
Mar 8—Apr 2	Judy McCloskey/Shannon Byrnes (painting, doll making)
Apr 5—Apr 30	Shannon Butler/Dany Couture (ceramics, photography)
May 3—May 28	Salmon Symphony (group show)
May 31—July 2	Pashan Bassett (painting)
July 5—July 31	Edith Illes (painting)/Smithers Potters (ceramics)
Aug 2—Aug 27	Kaaren Soby/Susan Clay-Smith (painting, ceramics)
Aug 30—Sept 24	Linda (Lundquist) Fraser (painting)
Sept 27—Oct 22	Perry Rath (mixed media)
Oct 25—Oct 28	6 x 6 Show & Auction
Nov 1—Nov 23	Britt Sandborn (animation, life drawing)
Nov 25 & 26	Wintergold
Dec 2—Dec 24	Christmas in the Gallery (gift shop of local arts & crafts)



Nigel Fox

Treasurer's Report

Thanks to several successful fundraising events and exhibitions, the Gallery fared well throughout the 2010—2011 fiscal year. Highlights include David Nehring's very successful show and silent auction in August 2010, and the first 'Christmas in the Gallery' month-long gift shop in December 2010. Many volunteer hours went towards making these events a reality.

The 2011—2012 fiscal year brings larger challenges due to significant increases in operational and staffing costs combined with declining public funding.

As I step down from the Board I carry concerns with respect to the financial longevity and sustainability of this vital community resource. Over this past year as Treasurer I have often wondered what this community would like look if the Gallery were forced to close its doors



David Nehring

given the financial strain. I encourage each member to consider this and to take action to support your Gallery. If you are an artist who has benefited from showing at the Gallery, I encourage you to reflect on how the Gallery has created opportunity for you. If you are a regular visitor or have participated in a workshop this year, I would ask you to consider how the Gallery and its presence in our community enhances your quality of life. I would then ask you to take action to support your Gallery whether it be through volunteering to help run the Gallery's open hours, helping with fundraising events, joining the Board of Directors, attending show openings regularly, or making a financial contribution.



This year the Gallery faces the largest fundraising target it has ever had to meet. With ever-scarce grant and public resources it is absolutely vital that the Gallery members play a strong role in supporting the Gallery to keep its doors open over the coming year and beyond.

Thank You!

The Smithers Art Gallery is almost entirely volunteer-run and would not exist or function without the help of the committed body of volunteers who donate their time for everything from opening the Gallery to the public, to organizing fundraising events, helping out on committees, or by becoming Board members. Our volunteers create the life and soul of the Gallery through the work they do on its behalf.

Events

Quilt Raffle, June 2010 – Thanks go out to Gail Nicholson and the quilters for the organization and for donating a beautiful quilt for the raffle. The raffle raised \$1300 for the Gallery.



Midsummer Fundraiser, June 2010 – Thanks go out to organizer Linda Stringfellow, potters Mary Lou Westman, Joann Kilback, Franzi Cody, Kathy Spiro, and Michel Kafer who donated the beautiful bowls that make this fundraiser a success, Mairead Sikkes and Poppy Dubar who made the delicious chili, and to those who volunteered to staff the festival booth. This event raised \$800 for the Gallery.

Wintergold, December 2010 – Thanks to organizers Margaret McDonald, Diane Macauley, and Petra Khadra and the many other volunteers who make Wintergold the wonderful event that it is. This annual fundraiser brought in \$2600 for the Gallery.

Christmas in the Gallery, December 2010 – Special thanks to BV Credit Union for their financial support of our first ‘Christmas in the Gallery’ which raised nearly \$1500. Thanks to the many artists and volunteers who participated in this first-time venture.

Diva Concert, April 2011 – Thanks to David Mio for choosing the Gallery to be the beneficiary of the 2011 Divas Concert fundraiser and for the ton of work he put into organizing the event. The concert raised \$1475 for the Gallery. A huge thank you also to the musicians who donated their time and talents and to Tom Young for MC’ing. Thanks to financial sponsors of the Diva Concert: Alpine Optometry, Glacier Toyota, Lauriston Farm, Hankin Peak Contracting, LB Paving, Scotia Bank, Calderwood Realty and Calderwood Realtors, and the BV Community Arts Council. Thanks to Joe Trio for the concert tickets and Rob’s Restaurant for the gift certificate for our membership draw at the concert.

Funding Sponsors

Thanks to the Town of Smithers for Grant in Aid funding, the BC Arts Council, Wetzin'kwa Community Forest Corporation, Canada Summer Jobs HRSD for summer student funding, the Lions Club for sponsorship of summer art camp and the BV Credit Union for sponsorship of summer art camp and Christmas in the Gallery 2010.

Exhibition Sponsors

Thanks to our 2010 show sponsors and our 2011 show sponsors to date: All-West Glass, Bulkley Valley Eyecare, Fabrications, Bulkley Valley Credit Union, Smokescreen Graphics, LB Paving, Remax, Central Mountain Air, Summit Reforestation, and Winnipeg Street Barber Shop. The Smithers Art Gallery appreciates your financial support which helps defray the promotional costs associated with exhibitions.



Judy McCloskey

Membership Sponsors 2010 & 2011

Thanks to these local businesses that offered support through discounts or special offers to members in 2010-2011 and 2011-2012: SpeedDee, Memory Makers, Beerda's Drygoods, Baristas Coffee House, Heartstrings, Nielsen Gallery & Framing, EddyLine Bistro Café, and Gone Hollywood. These discounts and offers more than pay for your membership, so don't forget to check the back of your membership cards and make the most of them.

Other Thanks

Thanks to Irene Cormier who recently took on the important role of volunteer coordinator, managing the schedule of sitters who open the Gallery to the public.

Thanks to our bookkeeper Rene Hahner for his patience and to past-Treasurer Mary Davidson for her help with the year-end financials.



AGM Agenda

June 21, 2011

1. Welcome from the Chair
2. Attendance
3. Approval of the Agenda
4. Approval of Minutes from 2010 AGM
5. Introduction of new Gallery Manager
6. Treasurers Report
7. Payment Plan
8. Presentation of the Strategic Plan
9. Nomination and election of Board Members
10. Closing benediction and solstice celebration!



Mission Statement

The mission of the Smithers Art Gallery is to foster the development, understanding, and celebration of art in our community through the operation, development, and growth of an exhibition Gallery, and a cultural and educational centre for the visual arts.

Smithers Art Gallery

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